

SWATI KUSHWAHA

Creative Analyst | Data-Driven Storyteller | UX & Strategy Enthusiast

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WORK EXPERIENCE

Growth Analyst Intern

CloudQA

📅 May 2025 – Present 📍 Remote (Internship)

- Crafted and led a content-driven LinkedIn strategy, boosting impressions by 474% and engagement by 1,075% within 15 days through bold visual content and messaging.
- Used Google Analytics, Search Console & NeuronWriter to optimize SEO and website performance; authored SEO-rich blog content.
- Redesigned and implemented a branded newsletter using SendGrid, improving layout, readability, and visual coherence across campaigns.
- Applied data insights to improve site navigation, audience retention, and lead conversion.

Business Analyst Intern

MedTourEasy

📅 July 2023 – August 2023 📍 Remote (Internship)

- Conducted exploratory data analysis (EDA) on user interaction datasets, uncovering key trends that informed a 15% improvement in targeted engagement strategies.
- Analyzed 200+ user feedback entries, identifying pain points by age group and geographic location; visualized insights via Tableau dashboards, leading to prioritized UX enhancements.
- Developed dynamic data dashboards for team presentations, streamlining decision-making for project supervisors and stakeholders.

R & D PROJECTS



Mapzine: Interactive Web App | Core Prgrammer 🗺️ 📄 </>

- Built an interactive Folium map plotting 10K+ global volcanoes and population density, highlighting high-risk zones for disaster planning.
- Created dynamic popups with geological/demographic insights, cutting data analysis time by 40% for researchers.

Netflix Dashboard | Core Analyst 📊 📄

- Developed a Tableau dashboard analyzing 6,000+ Netflix titles, revealing top genres (Dramas, TV shows) and regional trends to optimize content strategy.
- Reduced simulated user search time by 25% by identifying high-demand release eras and improving recommendations.

Advertising Sales Prediction | Core Programmer 📄 </>

- Built a linear regression model analyzing \$200K+ ad spend, identifying TV ads as top sales driver (72% correlation).
- Proposed budget reallocation boosting sales 18% and cutting newspaper ad waste by 35%.

India Unemployment Rate Analysis (2020) | Core Analyst 📄 </>

- Analyzed 2020 unemployment trends across Indian states using Python (Pandas/Matplotlib), revealing a 23% peak in joblessness during strict COVID lockdowns.
- Identified regional disparities (e.g., urban vs. rural) and correlated labor participation drops with lockdown severity, enabling targeted policy recommendations.

CAREER OBJECTIVE

“Creative analyst with a foundation in data science and flair for visual storytelling. Skilled in blending user behavior analytics, content strategy, and design tools to craft experiences that resonate. Excited to bring a unique balance of logic and aesthetics to culture-forward teams.”

EDUCATION

B. Tech. in Computer Science & Eng.
SRM University Cum. GPA: 8.72

📅 July 2024 📍 Sonepat, IN

CERTIFICATIONS

Sales Forecasting Professional Certification | HP
Sales Modeling | Market Research

Artificial Intelligence Analyst | IBM
Machine learning | IBM Watson | NLP | Chat-bots

Business Analytics with Excel | SkillUp
Advanced Excel | Data cleaning & Processing

SOFT SKILLS

Creative Thinking Attention to Detail
Collaborative Digital Storytelling

TECHNICAL SKILLS

Data & ML : Python Pandas
Tableau Power BI Google Analytics
Google Search Console Scikit-learn
TensorFlow Numpy Matplotlib
Content & Web : Canva Figma
WordPress Elementor SendGrid
HTML CSS
Strategy Tools : Followr Napkin
NeuronWriter

HOBBIES

- Technical blogging on data & design
- Storytelling through design, music, & UX
- Exploring timelines of internet culture